



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## PATENT APPLICATION

Applicants : Steven M. Schein et al.  
Application No. : 09/810,324 Confirmation No.: 9059  
Filed : March 16, 2001  
For : SYSTEM AND METHOD FOR LINKING  
TELEVISION VIEWERS WITH ADVERTISERS  
AND BROADCASTERS  
Group Art Unit : 2611  
Examiner : Hai V. Tran

New York, New York 10020  
May 17, 2005

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action dated November 17, 2004, applicants respectfully request reconsideration and allowance of this application in light of the following remarks:

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 13 of this paper.